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COLLABORATIVE SYSTEMS APPROACHED TROUGHT WEB 2.0

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Abstract: *Web 2.0 means (rather vague) and consider ways to exploit the organizational possibilities of the web. According to their web based content and information is offered to visitors not only the media, governments and private companies, but also of individuals bound by informal networks based on Internet, and contribute and participate actively in the provision and spread information around the globe via the web. Typical examples for this new issue are so-called wikis, weblogs or blogs simplified, portals and exchanges and exchange pictures, music, film / video and Internet software, like Flickr, YouTube and sites for File sharing. Also the so-called "social networks" such as Facebook or Twitter.*

Keywords: *social networks, techniques, new quality*

Broadcasters around the world have reacted intensely to these points of view we are even suspecting that they will have direct economic and social effects. But there are critics who, aware that it's behind Web 2.0 is not any new technology, have complained that the term is not defined precisely and can therefore be operated as craving by some companies - such as for advertising or economic even for influence peddling.

A good example is the marketing activities of companies trying to convince clients and themselves to participate actively in the design and implementation of websites offered by the firm. So instead of "push" method (the firm's Web pages to push customers to buy), it tries the "pull" (customers are attracted to participate in the creation of company websites, but also with well-understood order to induce them to buy).

About Web 2.0, supporters said the timing of current technology:

- it is rather a new vision of the Web than a technology or a technology group;
- is more than one "attitude" than a technology;
- is a cultural phenomenon, rather than a technical one;
- is a marketing term;
- is a new wave of technology;
- is a logical amalgamation of trends;
- an internet within everyone's reach.

So what is it?

- the rediscovery of the Web?
- a new youth of the Internet?
- recovery and refreshing some older technologies?

- the democratization of the Internet?

Or simply a collection of technologies and methodologies that make the web more participatory, more in real time, more customizable, allowing closer cooperation between humans and a more accurate communication between computers?

If, however, should make a description of Web 2.0, then this is reflected in its main features - feature interactive social and appearance - and its basic ingredients: the content posted by users, the application itself and indexing.

Among the great players that have implemented this technology can mention:

- Microsoft, Amazon, Yahoo;
- Del.icio.us social bookmarking;
- Flickr photo sharing;
- personalized portal my.yahoo.com;
- Yahoo Instant Search

Google in early 2005, using Ajax, widely introduced version 2.0 of its web applications:

- GMail, Google Calendar, Google Docs & Spreadsheets;
- Google Reader, Google Scholar, Google Suggest, Google Book Search;
- Blogger, YouTube, Google Maps, etc.

Techniques

The techniques used by Web 2.0 are a combination of techniques that date back to late 1990s, but until today (2007) speak a very large spread:

- Application Program Interfaces (APIs) for Web services;
- Asynchronous JavaScript and XML (Ajax) techniques as a follower of gender XMLHttpRequest;
- Content syndication - subscription services, such as RSS - subscriptions to "Latest news";
- Integration of social software such as blogs and wikis.

The following techniques have not yet equivalent in Romanian, translation is only approximate date or mot-a-mot:

- Up To You, Trusting Your Users; Hackability;
- Agile Development; Right To Remix; Rich User Experience;
- Collective Intelligence, Folksonomy - a taxonomy to help its development and its users;
- The Long Tail - Long Tail - the sale of a large number of different objects in relatively small quantities see details;
- Perpetual Beta etc.

Web 2.0 - a new quality

Originally WWW consisted of static pages that were updated only occasionally by their owners. They were then made and automated management information systems from a website called Content Management Systems (CMS). They could build on the spot - a dynamic, on demand - the latest possible version of the website, namely, by consulting a database (and it sure to be continually updated, but this is the traditional way, not directly related WWW). But this technique divides people into "creators" of Web pages and "consumers" more or less passive this page / information / documents.

Around since 2005, however, some experts say that the Internet offers increasingly more often a new quality, an idea which was supported by the mass media, namely the use of new terms dense, specific to Web 2.0:

- Storing user data, which take place primarily on the local computer, to be published in the web only later is now primarily live in the web (for example, private photos etc) - see the article Cloud computing . Local programs accessing the increasingly common Web applications, because it assumed a permanent link with the WWW. Some Web search engines are able to access local user and data.
- Differences between local and Web applications are eroding. Many programs update themselves by contacting their author site automatically, often in secret. Browser role is becoming increasingly important, as can be implemented using today's highly complex web applications (see Dynamic HTML). Practically speaking, the browser becomes the most important program of the user.
- The roles of "creative" and "consumer" Web pages are starting to ride, because "consumers" until now begin to actively contribute to creating new content, such as happens with so-called blogs. Many users turn their moves and their private sphere of the local equipment (PC line) to the Web, thus making it even semi-public.
- Mashup is the tendency to simultaneously access and coupled with each other more web services from different bidders, but the result appeared as "a piece" without interruption or other disadvantages.
- New Web-based applications that users take effect, even when they are not very technically versed, directly involved in the spreading web of information and opinions.

All these facets recent web are occasionally designated as "social software".

“Social” Networks

In a social network members enrolled themselves participate in the content network (by adding photos, videos, news and others) but are exposed to hazards of the Internet, such as loss of data privacy and confidentiality of others. Some examples of social networks:

- Up - about 250 million members (July 2009)
- Flickr – photo
- Hi5 - 2nd most visited social network in Romania
- MySpace - about 220 million users worldwide (March 2009)
- Twitter - about 20 to 25 million members (July 2009)
- YouTube - for movies and video

Conclusion

In conclusion we find a transition from "old" Web to a new Web, WWW space was seen more as a software platform, the user controls his / create their own data, information, usually by putting them to others through collaborative tools.

For this reason, when a site is framed by its creators in Web 2.0, though only basic facilities such as blogs, experts react and denounce such an act as a simple attempt of self and not as a membership Web 2.0 principles.

Therefore, the term "Web 2.0 often falls into sin to become just a marketing trick, instead of really supporting anything". The phrase made by Al Gore a few years ago begins to gain color. Internet is indeed now the doorway to the "information highways", as formervice-president said the U.S., but on those highways increasingly busier not circulate information only.

Public participation in online community building is completethe new era of Internet

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